

CLAIMS:

We claim:

- 1           1.       A method for broadcast advertising to a mobile communication device,  
2 comprising the steps of:  
3           storing acceptance data in the communication device;  
4           receiving by the communication device a broadcast advertisement containing  
5 advertisement data; and  
6           comparing the advertisement data to the acceptance data to obtain a comparison  
7 result.
- 1           2.       The method of claim 1, wherein the broadcast advertisement is received by  
2 the communication device through a wireless communication channel.
- 1           3.       The method of claim 2, wherein the broadcast advertisement is received by  
2 the communication device through one of: a radio transmission, a television transmission, a  
3 Bluetooth signal, and an infrared signal.
- 1           4.       The method of claim 1, wherein the broadcast advertisement is received by  
2 the communication device from one of: a billboard and a storefront.
- 1           5.       The method of claim 1, wherein the acceptance data comprises preferences for  
2 accepting broadcast advertisements specified by a user of the communication device.

1           6.       The method of claim 1, further comprising the step of modifying the  
2 acceptance data by integrating entries from a personal information manager.

1           7.       The method of claim 1, further comprising the step of displaying the broadcast  
2 advertisement on the communication device based on the comparison result.

1           8.       The method of claim 1, further comprising the step of storing the broadcast  
2 advertisement on the communication device based on the comparison result.

1           9.       The method of claim 8, further comprising the steps of:  
2 reading deletion data in a stored advertisement, wherein the deletion data indicates  
3 criteria for deleting the stored advertisement; and  
4 deleting the stored advertisement from the communication device based on the  
5 deletion data.

1           10.      The method of claim 1, further comprising the step of outputting a notification  
2 signal to a user of the communication device.

1           11.      The method of claim 1, further comprising the step of sending an indicator  
2 signal to a source of the broadcast advertisement, wherein the indicator signal notifies the  
3 source that the communication device is within a broadcast range of the broadcast  
4 advertisement.

1           12.     The method of claim 1, further comprising the step of communicating through  
2     the communication device with a wireless positioning system.

1           13.     The method of claim 12, wherein the wireless positioning system is GPS.

1           14.     A method for broadcast advertising to a mobile communication device,  
2     comprising the steps of:  
3           receiving by the communication device one or more broadcast advertisements; and  
4           selecting at least one of the received advertisements based on preferences for  
5     selecting advertisements specified by a user of the communication device.

1           15.     The method of claim 14, wherein the broadcast advertisements are received  
2     from a transmitter when the communication device is within a broadcast range of the  
3     transmitter.

1           16.     The method of claim 14, wherein the broadcast advertisements are received  
2     from a local transmitter by the communication device through a wireless communication  
3     channel.

1           17.     The method of claim 14, further comprising the step of modifying the  
2     preferences for selecting advertisements specified by the user of the communication device  
3     by integrating entries from a personal information manager.

1           18.     The method of claim 14, further comprising the step of displaying the selected  
2 broadcast advertisements to the user of the communication device.

1           19.     A mobile communication device, comprising:  
2 memory;  
3 logic for storing acceptance data on the memory;  
4 logic for receiving a broadcast advertisement containing advertisement data; and  
5 logic for comparing the advertisement data to the acceptance data to obtain a  
6 comparison result.

1           20.     The mobile communication device of claim 19, wherein the logic for  
2 receiving the broadcast advertisement is capable of receiving the broadcast advertisement  
3 through a wireless communication channel.

1           21.     The mobile communication device of claim 20, wherein the logic for  
2 receiving the broadcast advertisement is capable of receiving the broadcast advertisement  
3 through one of: a radio transmission, a television transmission, a Bluetooth signal, and an  
4 infrared signal.

1           22.     The mobile communication device of claim 19, wherein the acceptance data  
2 comprises preferences for accepting broadcast advertisements specified by a user of the  
3 communication device.

1           23.     The mobile communication device of claim 19, further comprising logic for  
2     modifying the acceptance data by integrating entries from a personal information manager.

1           24.     The mobile communication device of claim 19, further comprising:  
2             a display; and  
3             logic for displaying the broadcast advertisement on the display based on the  
4     comparison result.

1           25.     The mobile communication device of claim 19, further comprising logic for  
2     storing the broadcast advertisement on the memory based on the comparison result.

1           26.     The mobile communication device of claim 19, further comprising logic for  
2     communicating with a wireless positioning system.

1           27.     The mobile communication device of claim 26, wherein the wireless  
2     positioning system is GPS.

1           28.     A system for broadcast advertising to a mobile communication device,  
2     comprising:  
3             logic for receiving acceptance data from the communication device;  
4             logic for selecting one or more advertisements based on the received acceptance data;  
5     and  
6             logic for broadcasting the selected advertisements to the communication device.

1           29.     The system of claim 28, further comprising logic for detecting whether the  
2     communication device is within a broadcast range, and further wherein the logic for  
3     broadcasting the selected advertisements is capable of broadcasting the selected  
4     advertisements to the communication device upon detecting that the communication device is  
5     within the broadcast range.

1           30.     The system of claim 28, wherein the logic for broadcasting the selected  
2     advertisements is capable of broadcasting the selected advertisements to the communication  
3     device through a wireless communication channel.

1           31.     The system of claim 28, wherein the acceptance data comprises preferences  
2     for accepting broadcast advertisements specified by a user of the communication device.

1           32.     The system of claim 28, further comprising logic for communicating with a  
2     wireless communication channel.

1           33.     A system for broadcast advertising, comprising:  
2             a mobile communication device capable of storing acceptance data thereon; and  
3             an advertisement broadcasting system capable of transmitting one or more broadcast  
4     advertisements to the mobile communication device;  
5             wherein the mobile communication device is capable of receiving the broadcast  
6     advertisements from the advertisement broadcasting system and selecting at least one of the  
7     broadcast advertisements based on the acceptance data.

1           34.     The system of claim 33, wherein the advertisement broadcasting system is  
2     capable of detecting whether the mobile communication device is within a broadcast range,  
3     and further wherein the advertisement broadcasting system is capable of transmitting the  
4     broadcast advertisements to the mobile communication device upon detecting that the mobile  
5     communication device is within the broadcast range.

1           35.     The system of claim 33, wherein the advertisement broadcasting system is  
2     capable of transmitting, and the mobile communication device is capable of receiving, the  
3     broadcast advertisements through a wireless communication channel.

1           36.     The system of claim 33, wherein the acceptance data comprises preferences  
2     for accepting broadcast advertisements specified by a user of the mobile communication  
3     device.

1           37.     The system of claim 33, wherein the mobile communication device and the  
2     advertisement broadcasting system are capable of communicating with a wireless positioning  
3     system.